

People Play "Follow the Leader"

Watching the picture, "The Man Who Reclaimed his head, shown at the Filmarte this week, we thought the munitions companies might have done well to buy off the producers. On second thought we realized they know that when war is declared, people lose all reasoning power and become one in a frenzied mob.

President William Green of the American Federation of Labor said recently: "It is the determination of our people that under no circumstances can we permit our nation to become involved in this terrible catastrophe threatening the peace and security of Europe."

Which reminds us that before the World War many such speeches were made and we reelected Wilson because "he kept us out of war." Of course we learned later that we were technically in the war before the slogan was formed, but when election was over and war formally declared, one would have thought the whole country had been clamoring wildly for participation in the conflict. Which goes to show that very few people do any thinking for themselves.

"Good" Liquor Does Cause Accidents

Our own state was fourth last year in the list of states where the death rate from auto accidents was unduly high. And during the past year, 33,980 persons were killed, a greater number than ever before.

Since the return of legalized liquor under the present administration, deaths from automobile accidents have increased steadily, despite the howl that used to go up that more drinking was done under prohibition than when liquor was licensed, and that "good" liquor wouldn't hurt people as the "bootleg" did.

Senator Arthur Capper of Kansas, through the Associated Press on October 5, said:

"There's no denying that drinking and drunkenness have increased, that automobile accident tolls have mounted and many forms of crime increased since the liquor traffic was legalized. As a result, the prohibition movement is gaining new force and it is only a matter of time until the nation re-enacts a program of prohibition."

It is estimated that intoxicated drivers have increased in number around 300 per cent during the past year.

Government Foreclosing on Loans

The government has begun foreclosures of HOLC loans, which brings to mind the fact that money borrowed must be returned, whether it is borrowed from the government or from private individuals. Government loans sound fine but it would be well for the borrowers to look ahead to see whether they can pay when the loans come due. With the entire country over-borrowed, it is doubtful whether even the "best minds" can see the way out.

Dramatic Clothes the Rage

In looking over the advertisements in the New York Times we were struck by the repetition of the word dramatic used in connection with clothes. "Fashion's newest drama—starched lace on velvet frocks; dramatic silhouettes; dress of black crepe with shimmering collar, one of a dramatic collection; from a collection of dramatic evening gowns; a coat not only distinctive, different and dramatic," were some of the many phrases. However, we think perhaps dramatic clothes might be preferable to "amusing" hats and gowns.

What Does Carmel Wish?

"Standing with reluctant feet; Consistency, thou art a jewel," etc., Let's decide what Carmel really wants and then go after it right! Do we want to keep people out or do we want to entice them in? Bringing them in we know means CHANGE. Conveniences must be established when a large number of persons seek to live in proximity.

On one hand, we have the movement to build tennis courts and swimming pools and to widen and pave Junipero street to entice the tourists to Carmel's shopping district, as well as several other propositions which ordinarily would be found in a town the size of Carmel. On the other we have the slogan, "Keep Carmel as it is."

We have no objection to tennis courts and the like, if that's what Carmel wishes, but some way it seems

Red Cross Budget for
Coming Year Is \$3000

The executive committee of Carmel chapter, American Red Cross, has determined upon a budget of \$3,000 for 1936. A larger sum can be wisely expended to meet the relief problem confronting the local chapter during the next twelve months and it is hoped that the community will respond generously to the Roll Call which will be launched upon Armistice Day and continue until Thanksgiving, November 11-28.

Aside from meeting the needs of the national organization, the major portion of the budget will be utilized right here in Carmel for much needed relief. Only fifty cents of each member subscription goes to the national organization.

"Red Cross service to veterans and to men now on the rosters of the army, navy and coast guard is continuous. It is one of the charter obligations forcefully impressed on everyone's mind as we prepare for the observance of Armistice Day," said Mrs. Karl Rendtorff, chairman of Carmel chapter.

"Volunteers in all Red Cross chapters plan recreation for veterans' hospital facilities near them. The Gray Lady Service, embracing hostess and recreation work in hospitals, has been given the highest possible endorsement by commanding officers and physicians. The Junior Red Cross sends gifts and greetings at all seasons of the year.

"At the army and navy hospitals, Red Cross directors of medical social service help physicians in solving a patient's family problems as an aid to treatment. Field directors serve the military just as a well ordered family welfare unit serves a community." Continuing, Mrs. Rendtorff said, "We here in Carmel have a double duty to perform that differs from the ordinary Red Cross chapter. Our work is mainly devoted to family relief through medical service, hospitalization, food and clothing supplies, at the same time meeting the demands of the national organization.

PACIFIC GROVE PLANNING
FOR HALLOWEEN PARTY

The Pacific Grove Chamber of Commerce is urging everyone to get into the spirit to celebrate Halloween with the Grove residents this year.

The Grove high school band will lead the crowd to the ball park where the party will be held. There will be games and contests of all kinds, dancing, and prizes for the best costumes. Plenty of prizes and free food are promised and the organization hopes to make this year's party stand out as the very best ever.

highly inconsistent for self-appointed guardians to advocate both change and no change.

There are still some of the old Carmelites left. And we think those who come here to live quietly hardly appreciate visitors, summer and holidays. We believe these honest-to-goodness Carmelites would prefer all roads of ingress be hidden by brush. And we believe public recreational facilities will attract many who have not drilled themselves to say "cawn't" and "awsk."

Do let's decide on one policy or another.

CARMEL LODGE NO. 630
BABY LODGE OF STATE

With the granting of a charter by the Grand Lodge held in San Francisco last week, the Carmel Masonic lodge becomes the baby lodge of the state. C. A. Watson, who attended grand lodge, arrived home Thursday, bringing with him the new charter.

Officers of the new organization are as follows: Master, C. A. Watson; senior warden, Ralph Zuek; junior warden, Arthur B. Howell; treasurer, Charles Berkeley; secretary, Walter Gaddum; senior deacon, Harry Hilbert; junior deacon, George Wishart; chaplain, Conrad Imelman; marshal, David Askew; senior steward, Herbert Fairley; junior steward, Morris McK. Wild; tyler, J. A. Burge; organist, Frank Binney.

Italian Correspondence
Exclusive in Carmel Sun

EDIZIONE SPECIALE ITALIANA

LA VENDEMMIA TOSCANA
BACCO IN TOSCANA

Nel suo famoso ditrambo, Francesco Redi - che di vini si intendeva, e quindi per Bacco aveva una devozione profonda - afferma che il "Dio del vino" reduce dai suoi trionfi nelle Indie, si era fermato sui colli etruschi e colà aveva preso dimora, con la sua vaga Arianna, proprio dove il Poggio Imperiale innalza la sua augusta fronte verso le nubi.

"Se dell'uve il sangue amabile non rinfranca ognor le vene, questa vita è troppo labile troppo breve e sempre in pene"

canta l'allegro dio, mentre si propone di trincare più d'un tino di "quel purretto che si vendemmia in Artimino e alla cara compagna sua consacra il tino, il fiasco, la botte, l'imbuto, insomma tutto l'armamentario della cantina, suo tempio e suo regno.

Naturalmente, non si può giurare che, come dice il Redi, Bacco possiede le sue tende in Toscana; ma è verità che nella dolce terra che si estende dalle pinete di Viareggio alla malinconica marenmma di Grosseto, fra Appennino e Tirreno, la vigna è coltivata con speciale competenza e con grande amore.

Chi, come fece il Redi, non ha lodato, celebrato, coronato, l'eroe che nelle vigne di Petralia e di Castello piantò prima il moscadello? E chi, come il Redi, non ha chiesto "un nappo del sì divino moscadello di Montalcino?"

E chi, come il Redi, non ha fatto plauso all'altissimo "decreto continuazione nell'ultima pagina.

JOE TURANO AND MISS
IDELLA WILSON ARE WED

A wedding ceremony was performed in Salinas last Thursday afternoon which united in marriage Joe Turano and Miss Idella Wilson, both Monterey young people. Rev. L. D. Logee, pastor of the Salinas Baptist church, officiated and the young couple were attended by Mrs. Mabel Perkins and Charles Pirhine.

The groom is a son of Mr. and Mrs. A. Turano, of Turano's Produce Market on Railroad avenue, and is the second one of their children to be married recently.

Best wishes attend the newlyweds for a long and happy married life.

REV. THEODORE BELL TO
BE ST. JOHN'S RECTOR

Taking the place of Rev. Ernest Bradley, who was forced to retire on account of ill health, Rev. Theodore Bell is now rector of St. John's Chapel, Del Monte. Rev. Mr. Bell came here from Berkeley where he was rector of All Souls' Episcopal church. He will conduct his first services here November 3.

Rev. Mr. Bradley is now recuperating in Bolinas.

MEMBERS REPORT SPLENDID
TIME AT KIWANIS MEETING

Carmel members who attended the Kiwanis convention held last week at Del Monte Hotel report a most entertaining event. More than 1,000 persons were seated at the table last night. A distinctive feature was the order that no liquor of any kind be served at the banquet table. Music by Kiwanis glee clubs of San Francisco, Oakland and Glendale was enjoyed.

MISS DORIS DREYER IS
HONORED AT PARTY

Honoring her sister, Miss Doris Drever, Miss Virginia Drever was hostess to a number of young friends at a dancing party Thursday evening at their home in New Monterey. The occasion was Miss Doris' nineteenth birthday.

The dining room was decorated in French, marigolds and ferns and a lovely birthday cake was cut by the charming honoree, when refreshments were served at midnight. Besides the honor guest, those present were:

Mr. and Mrs. Richard Watson, Mr. and Mrs. Sidney Schultz, Mr. and Mrs. Ralph Drever, Mrs. Gertrude Henry, the Misses Phyllis Bishop, Dorothy Carter, Dorothy Emery, Pat Harrington, and Margaret Hill and Messrs. Albert Bergquist, Al Hardesty, Doyle Jordan, Orville Cross, Clifton Colburn, Stanley Drever, Frank Thelms, Andy Plummer and Rodney Devereaux.

Members of La Estrella, a club comprising members of the Monterey Chapter O.E.S., met last Friday evening with Mrs. Joseph Colling at her home in Pacific Grove. Mrs. Fred Lazarini, Mrs. Ross Bonham and Miss Myrtle Fieldhausen were assistant hostesses.

The next stated meeting will be held the first Friday night in November.

City Council Will Appoint
Extra Police for Hallowe'enTHE WESTONS EXHIBITING
WORK IN NEW YORK CITY

The following excerpts from an article from the New York Times will be of especial interest to Carmel people, since it concerns Edward Weston and his son, Brett Weston:

"Work of American photographers is to be seen in the messanine galleries of the RCA Building.

"Among the camera artists well represented are Huene, Munkacsy, Steichen, Von Horn, Steiner, Lohse, Gerlach, Waxman, Bourke-White, Dudley-Lee, Edward and Brett Weston and Doris Day.

"Brett Weston is having a one-man show at Julien Levy's till Oct. 15. Patterns in rock and sand have challenged him to put forth his best, and one is simplified until it might almost be a black and white by Hans Arp."

WPA WOMAN LEADER TO BE
IN CARMEL AGAIN FRIDAY

The women of Carmel who failed to get in touch with Mrs. Thelma M. Hillman when she came here two weeks ago will have another opportunity Friday afternoon of this week, the meeting to be held again at Sunset school from 1 to 3. Mrs. Hillman will go from here to Colton hall to meet women from other parts of the peninsula.

Mrs. Hillman is head of the woman's division of WPA and has some splendid plans for taking care of unemployed women, as outlined in Carmel Sun two weeks ago.

The Corner club met Friday evening with Mrs. Claude Estill at her home on Jefferson street, Monterey. Misses Grace Carter and June Gilbert assisted Mrs. Estill. Anne Lindberg's new book was reviewed by Mrs. Leonard Abinante and Mrs. Martin McAulay told of her visits to Alaska.

BERKELEY YOUNG PEOPLE
ATTEND CARMEL WEDDING

Accompanied by about fifteen of their friends, Harry J. Crabotto and Miss Helen P. Mills, both of Berkeley, came to Carmel Sunday to be married at the city hall, with Judge Wood officiating.

Judge Wood had been notified of the coming event and planned to hold the ceremony in his office, but the guests were so many he took them into the council chambers.

The happy couple were plentifully showered with rice as they left the building.

Sale Lasts
Thru Monday

Instead of closing Saturday we found we could give you

Two More Days

Monday is positively the last day you can select your Christmas gifts at

The Little Shop

Friday, Saturday, Sunday
and Monday

LAST DAYS DON'T DELAY

Ocean Avenue

Next to Library Garden

THERE'S A RIGHT TYPE OF GAS HEATING EQUIPMENT

FOR EVERY HOME!

Right in price...
in operating cost!

Once you have used gas heating through a winter season, you will know as satisfied users can testify, gas heating is most economical the year 'round

FROSTY MORNINGS and mists, rain and cold winds will soon be here. Such weather presents no problem in house heating to the thousands and thousands of households which enjoy gas heating. With gas heating there is no fuss or muss or bother keeping room temperatures just right for comfort and health.

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NOTHING DOWN—3 YEARS TO PAY!

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No Extra Charge for Children—when they occupy same room with parents

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All rooms with bath, phone and radio-gramophone.
Single \$2.00, \$2.20; double \$3.00, \$3.20
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NEW HOTEL OLYMPIC
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Milk, Cream, Buttermilk, Butter
Delivered twice Daily

Counter Service
Ice Cream Soft Drinks
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MONTEREY AMERICAN LEGION ADOPTS CLEVER METHODS

A clever method of collecting delinquent dues has been adopted by members of the Monterey American Legion post.

A porcupine will be handed to a member who is in arrears and the only way he can pass it on is by paying his dues and handing it to some other delinquent.

An attempt will be made to pass the porcupine at the time most embarrassing for the recipient. The boys are going to have a lot of fun as well as bring in a lot of money. The membership committee comprises: Glenn Pierce, Bill Irvine, Glenn Sanders, Chas. Underwood Brown, Lewis Josselyn, George Knowles, Harold Hoffman, Bob Bissett, George Kinloch, Joe Crivello, Roddie Williams, Ken Lyman, Chester Curry and Jack Mallo-way.

The Legion boys are now concentrating on making their annual turkey shoot to be held a week from next Sunday a howling success.

Judge and Mrs. Ray Baugh, Monterey, left Saturday on a three weeks' vacation trip, which they plan to spend in the middle west. They were accompanied by Judge Baugh's parents and sister, Mr. and Mrs. A. R. Baugh and Miss Helen. Their itinerary includes Oklahoma, the Judge's native state; Kansas and Nebraska.

Walter H. Duane, executor, has filed for probate the will of Agatha J. McDonald, who passed away in Carmel October 1. The estate, real and personal, was left to nieces and nephews living in the east.

Funeral services for Homer Logstron, Salinas lettuce worker shot while making his escape from Monterey police, were held Friday afternoon and interment made in Monterey cemetery. Freeman's Mortuary was in charge.

WHY FIRST RAINS BRING SKIDS UPON "GREASY" HIGHWAYS

Time of the early rains is here and motorists are or should be "skid conscious." They know that after the first few minutes of rain paved roads seem to become coated with a slippery film which soon washes away if the rain continues. But few motorists actually know what causes this "greasy" condition. The answer is given in a statement by the Public Safety Department of the California State Automobile Association.

Motorists may be more on their guard if they know just what happens to a highway right after rain begins, it is pointed out. Here is the explanation:

During the long, dry months highways become coated with oil and grease from the thousands of cars and this material simply lies there and picks up dust from a dozen sources, including even ground rubber from the countless tires.

The result of this is a mixture which needs only a few drops of water and a vigorous churning to make a highly slippery emulsion. Luckily, this dangerous film mixes freely with more water, so that it rapidly becomes thinner and is finally all washed away. A few minutes of hard rain and the road surface is left clean and nearly as safe as a dry pavement.

Besides these first rain skids, the statement continues, motorists should be alert for other skidding hazards, such as the presence of fallen leaves on the roadway in some localities.

John Beltrano, Dominic Turnello and Dominic Montalbano, all of Monterey, were arrested Sunday night, charged with taking the car of R. H. Merritt from near the Gross cemetery.

Ted Durein, Monterey, went to Alameda last Thursday where he acted as best man at the wedding of his brother, Joseph Durein.

THREE GROVE MERCHANTS FILE MANDAMUS SUIT

In an effort to collect sums they claim are due from the city, and which have been held up on a charge that they are not legal because the creditors are connected with the city government, three Pacific Grove merchants, Roy Wright, C. A. Borchers and Phil Rose have brought mandamus proceedings against City Treasurer L. C. Fisher and City Clerk Elgin Hurlbert to compel their payment.

Borchers and Rose assigned their claims to Wright in order to facilitate handling.

City Attorney Foster is collaborating with Atty. John M. Thompson and is anxious to have the city charter interpreted to settle the question for all time.

The case has been set for October 28.

MISSIONARY SOCIETY

The next meeting will be held at 2:30 Tuesday afternoon Oct. 22 at the Community Church.

The subject will be: "Women Under the Southern Cross." There will also be a pageant entitled: "Women of Yesterday and Today."

MEMBERS OF WPA HELP BEAUTIFY CHURCH GROUNDS

Exemplifying their code of service and brotherly love ten members of the Workers' Protective association donated their services toward making much needed repairs to the Seaside Methodist church, and cleaning and beautifying the grounds. One of the improvements was a porch which greatly adds to the convenience and appearance.

CHRISTIAN SCIENCE CHURCHES

"Doctrine of Atonement" will be the subject of the Lesson-Sermon Sunday, October 20, in all Churches of Christ, Scientist, branches of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

The Golden Text will be: "We are ambassadors for Christ, as though God did beseech you by us; we pray you in Christ's stead, be ye reconciled to God" (II Cor. 5:20). Other Bible citations will include: "Now when the sun was setting, all they that had any sick with divers diseases brought them unto him; and he laid his hands on every one of them, and healed them. And devils also came out of many, crying out, and saying, Thou art Christ the Son of God" (Luke 4:41).

The Lesson-Sermon will also include the following passages from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "Jesus taught the way of Life by demonstration, that we may understand how this divine Principle heals the sick, casts out error, and triumphs over death... By his obedience to God, he demonstrated more spiritually than all others the Principle of being" (p. 25).

Miss Elaine Lavrens, daughter of Mr. and Mrs. Robert Lawson of Monterey, has gone to Philadelphia where she will study music in the Curtis Institute. Miss Lavrens won a four-year scholarship and will study musical composition. Even as a child, Miss Lavrens became recognized as a genius, giving a recital of her own compositions at Del Monte lodge.

Mr. and Mrs. Frank B. Porter of Robles del Rio, have gone to the West Indies for a two months' cruise. Before their departure they were entertained at several parties by friends in Monterey and in their old home, Salinas.

Miss Claire Hudson, Pacific Grove, has accepted a position on the staff of The Occident, literary publication of the University of California. Miss Hudson is the daughter of Mr. and Mrs. Charles Bradford Hudson.

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E. F. BUNCH, Publisher.
Subscription, \$1.00 per year.

CASH
FOR
YOUR OLD GOLD

Honest Appraisal

FRANK'S

Watchmaker, Jeweler

Dolores Street Carmel

Rental and Repairing
of all makes of
TYPEWRITERS

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**SUPERIOR QUALITY
WINE**
at LOWEST PRICES

Sweet Wine
Don Juan Brand
Madeira Wine y

Port, Sherry,
Angelica, Tokay,
and Muscatel

Reduced from
\$1.47 to

98c
gallon

**Madeira Brand
Madeira Winery**

Port, Sherry,
Dry Sherry,
Muscatel, Tokay,
Angelica, and
Malaga

Reduced from \$2.25
per gallon to

\$1.47
gallon

Dry Wine
Claret, gallon
39c

Better Claret, gal.
49c

Zinfandel, gal.
59c

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69c

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69c

Reisling, gallon
69c

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69c

**Any blend 50-50
per gallon**
90c

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Statements, Office Forms
Business Cards, Placards
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**Lowest Prices
Quality Guaranteed**

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CARMEL SUN
Phone 70

CCC BOYS AGAIN OCCUPY BIG SUR AND CAMP ORD

The CCC camp in the Big Sur park will again ring with the voices of young men, 400 CCC youths being brought here this week from Maryland and Pennsylvania. Two hundred of the boys are located at Big Sur and the other two hundred at Camp Ord, in the Gigling reservation.

The Big Sur camp has been vacated for several months. It is a wonderful place for these young men, with comfortable barracks and plenty of space for athletics.

A telegram from A. C. Grimshaw to his sons, Charles and Maurice, stated that he and Mrs. Grimshaw had made the trip from Carmel to Cedar City, Utah, in fifteen hours. Mr. Grimshaw will return the 23rd. Meantime, Maurice has charge of the Associated station at Sixth and San Carlos.

Fire Chief W. E. Parker, Monterey, who has been taking his vacation in the East, is now on his way home.

Members of the San Jose Art league were delightfully entertained Wednesday of last week at the home of Dr. Amy Bowen Hittell on Asilomar boulevard. One of the enjoyable features of the day was a picnic luncheon in the patio in the lovely and historic home of Miss Margaret Jacks, former home of General Castro.

Four boys, 14 to 18 years of age, and one man were arrested in Pacific Grove, charged with theft. Grove police hope this will end the long list of robberies reported. Many articles were recovered through information received from the suspects.

COMFORTABLE housekeeping rooms, \$15 per month; without housekeeping, \$12 per month. Write Box 1127 or call Carmel 52-W.

CARMEL COMMUNITY CHURCH

Church School, 9:45 a. m.
Worship at 11:00 each Sunday morning. You will always find a hearty welcome at these services.

Rev. Melvin A. Dorsett,
Pastor.

Charles Pinto, Monterey, is recovering from injuries received Saturday when he was thrown to the pavement as he stepped in front of a car on Alvarado street. Palmer Brekke, Route 1, Monterey, driver of the car, was not held responsible since Pinto stepped directly in front of him from behind a parked car.

Mrs. Archie Robinson, Pacific Grove, has received word of the death of a sister in Waterton, Mass. Two other sisters, living in Sacramento, survive.

Plans are now well under way for the desert bridge party and fashion show to be presented by the Business and Professional Women's club October 22 in the lounge of Hotel San Carlos. The organization is also getting ready for their rummage sale to be held October 25 and 26 on Bonifacio avenue, Monterey.

Honoring Mrs. Florence Garcia, formerly of Carmel but now residing in Oakland, Mrs. Frances Sanchez delightfully entertained at tea Thursday at her home on Pacific street, Monterey.

Miss Rae Naylor, a former peninsula resident, has returned to her work in Shanghai, China, after a two months' vacation, a part of which she spent with old friends here. She has a position with the land office of the American consulate general. Miss Naylor was at one time stenographer at Hotel Del Monte.

After a visit to the peninsula, John Steinbeck, one of the recent best sellers, "Tortilla Flats," with Mrs. Steinbeck, has gone to Mexico for an extended stay.

Carmel friends are sorry to learn that Miss Sonia Noskowiak will close her photo studio here the last of this month and leave for San Francisco to make her home.

Miss Liesel Wurmann has been a guest over the week-end, of her sister, Mrs. Fritz Wurmann and Mr. Wurmann. Miss Wurmann resides in San Francisco.

Miss Bettie Greene and Miss Mollie Gibbons have returned from a trip to Wyoming where they visited a dude ranch. During their three weeks' trip, they motored 5,000 miles and saw many interesting points.

Mr and Mrs. R. L. Grable have returned to their home on Carmel Point after visiting friends in Washington and Oregon for the past five weeks.

Andrew Gillette left Monday for his home in San Francisco after a visit at the home of his father, Robert Gillette at San Carlos and Ninth, Carmel.

Earl Graft and W. Irving Henry, have left for a motor trip to Salt Lake City, stopping enroute at the Grand Canyon and other points of interest.

Leaving for a six weeks' absence, Capt. and Mrs. Pat Hudgins departed Sunday for Virginia where they will visit the captain's relatives. On their return trip they will stop in New York, New Orleans, Arizona and New Mexico.

Earl Wermouth, one of the efficient members of Carmel's police force, is now taking his vacation and has gone to the northern part of the state to shoot a deer.

All members of the San Carlos Altar society will receive Holy Communion at the eight o'clock mass, the morning of October 27, and a breakfast will follow. Those who wish to attend will call Mrs. Frank Smith, Van Buren street.

ADS. WILL TELL BANKERS' STORY

American Bankers Association President Announces Move to Stimulate Bank Newspaper Advertising

NEW YORK.—Plans for stimulating wider use of informative newspaper advertising by banks in promoting public understanding and confidence in regard to existing banking conditions and methods have been announced by R. S. Hecht, President of the American Bankers Association, as a part of his organization's activities in aid of recovery. A general groundwork was prepared through a nationwide survey of advertising by banks relative to their willingness to extend justifiable loans to industry and trade. This, he said, revealed that a large number in all parts of the country are pursuing aggressive policies along this line and encouraging their customers to develop forward-looking business plans. "It is our aim to aid in fostering this constructive attitude wherever possible," he said.

The association's Advertising Department, under the direct supervision of the general executive officers, has prepared, at the headquarters in New York City, an informative advertising series for the use of member banks in the association to aid them in developing in their own communities better general public understanding regarding banking, Mr. Hecht said.

The Theme of New Advertising—"The underlying theme of this advertising is that sound banking is based on helpful human relations and that it has a unity of interest with the people of its community which binds them together with a common purpose," he said.

"We are confident that if a clear understanding of this is brought home to the people in all our banking communities, it will go far in restoring the public confidence, which good banking deserves. A bank in which people do not believe is doubly safe. It is to the public interest for the people to have confidence in their banks."

"We feel that bank advertising has a special public duty to perform in this connection under existing conditions. The copy which will be supplied in the service we have developed will not only aid the individual bank in promoting the use of its own facilities but is also aimed to bring about with the aid of newspaper advertising a clearer public viewpoint regarding its essential place in the life of its community."

Mr. Hecht emphasized in regard to the new advertising facilities being offered to the members of the association that they are not a profit making venture and that there is no intention to disturb existing advertising arrangements, the idea being that these institutional services shall supplement rather than replace present plans, or that they will give assistance to member banks lacking satisfactory arrangements.

MANY BANKS LONG LIVED

In the United States—
168 Banks over 100 years old.
2,472 Banks over 50 years old.
10,391 Banks over 25 years old.

There are in the United States 168 banks that have been in continuous existence for more than one hundred years. There are 2,472 banks over fifty years old, while 64% of all the banks in this country, or 10,391, are twenty-five years old or older.

In other words, practically two-thirds of the banks in this country have come through several successive periods of depression and panic, including 1907, 1914, 1920 and 1929-33.

The oldest bank in the country is in Boston, having been chartered February 17, 1784.

In the 64% of banks that are twenty-five years old or older is lodged a major portion of the banking resources of the nation. In commenting recently upon the stability of a great majority of the banks in the United States, Dr. Harold Stoner, Educational Director of the American Bankers Association, said:

"The fact that we have so many banks that have been in existence a long period of years is an eloquent tribute to the genius of American managerial ability, for no other country has experienced such wild gambling eras and resultant periods of business stagnation as those through which our country has passed at frequent intervals during the past century."

FARM ACCOUNTING

One of the major agricultural activities of the Georgia Bankers Association is farm accounting. A Banker-Farmer Institute was held with a program built around this subject. The Bankers present pledged to interest five of their farmer customers in adopting standard farm accounting records. Forty farmers present signed up.

Mr. and Mrs. Henry Meade Williams and two children have come to Carmel to spend the winter and have taken a house on the Point. Mr. Williams is a son of Mrs. Jessie Lynch Williams. He is a writer of note, being a contributor to Scribners and the American magazines. His wife is author of "Bright is the Morning." They are being welcomed into literary circles.

Mrs. R. L. Robinson presided at the Pacific Grove P.T.A. meeting held last Thursday afternoon. A panel discussion on "Parent Education" was led by Mrs. W. H. Colburn. Plans for aiding the Community Chest drive were made. Miss Gertrude Brandt gave a talk on "Correct Breakfasts." The fourth grade pupils presented an excellent program. Refreshments were served at the close of the meeting.

After causing considerable alarm by his tardiness, F. D. Martinez, Monterey albacore fisherman, returned home Saturday night. He had been reported as missing for two days. He unloaded a ton of albacore.

The San Carlos Altar society is planning a card party to be held October 22. In charge of the evening will be Mrs. L. V. Zahner, Mrs. E. Beck, Mrs. C. W. Allaire and Mrs. A. Alves.

Mrs. C. A. Watson, Mrs. Tom Douglass and Mrs. Mary Glenn have been in San Diego this week attending the fair. They also planned to attend the Grand Chapter of Eastern Star while in the southern part of the state.

Dr. and Mrs. George Pierce of Palo Alto, who recently spent some time in Carmel, plan to return for the Thanksgiving holidays.

Mrs. Lee Adam was hostess Friday afternoon at her home in Cypress street, New Monterey, to her bridge club. A delightful afternoon was spent.

The Jolly Eight club enjoyed the afternoon with Mrs. Dan Greenwald at her home in Pacific Grove Thursday. Bridge, followed by refreshments, was the order of the afternoon. Mrs. Henry McLaughlin, Congress avenue, will be the next hostess.

The 91 club of the Monterey Presbyterian church enjoyed an informal meeting and picnic supper Friday evening. Eight members were present.

Miss Marion Walton, Pacific Grove, had as her house guest over the week-end, Miss Harriet Shepard of Taft. Many parties were held by the younger set in honor of the visitor.

Eighty tickets were sold last Friday evening for the card party at the Manzanita club, sponsored by the Carmel Townspeople club. An especially fine time was enjoyed. A special prize of five cents on each ticket was awarded, and many lovely prizes were given. There will be another such party in about two weeks.

Members of the Needlecraft Rotary club were charmingly entertained Friday afternoon at the home of Mrs. James N. Mitchell on Eardley avenue, who with Mrs. A. C. Jochmus, Pacific Grove, was hostess. Mrs. Mitchell, a recent bride, was presented a lovely gift by the club during the afternoon.

The home of Mrs. Clara Robley, Pacific Grove, was the scene of the meeting of Chapter HT, P.E.O., last week. A report on the recent convention at Yellowstone was given by Mrs. L. C. Green of Gilroy. It was brought out that the P.E.O. education fund now contains \$1,000,000, and the organization has helped 5,050 girls.

Carmel firemen are planning for a get-together at their hall this [Thursday] evening.

Mrs. Elizabeth Kern, who recently sold her "Mexican Farm House," is moving into Allin Dale.

Friends of Dr. Delbert Slipner, Monterey, sympathize with him in the death of his father, who passed away last Friday in Sacramento. He was nearly 83 years of age.

Bob Norton, Pacific Grove, has returned home from Honolulu where he worked on the Star-Bulletin. While away from the Grove, he also did scenario work for M-G-M and had several parts in pictures.

A program, card games and refreshments featured the meeting of the Monterey Bay Grange last Thursday evening at the Del Monte school. Those taking part in the program were: Donovan Wright, Mrs. Robert Eastis, Charles Frank, Bobby Winslow, Mrs. Hattie Pitcher and Carl Beach. At the next meeting, Harvest Festival will be observed.

Little Miss Rose Marie Goessler was hostess Saturday afternoon to eight other youngsters, at her home on San Carlos, between Eighth and Ninth, Carmel, the occasion being her ninth birthday. After a happy time spent at games, the guests, nine in number, sat down at the table beautifully decorated in pink and green, and centered by a lovely birthday cake in the same colors. Seated at the table, besides the young hostess, were: Clara Joy Hitchcock, Adeline Guth, Joan Decker, Victor, Louise and Arthur Harber and Meta, Rose and George Goessler.

Gerald A. Vertens, San Jose, appeared before Judge Wood October 14 to answer to a charge of reckless driving October 6. He was given a fine of \$25 which he paid.

Mrs. Henry J. Zaches, East Monterey, is enjoying a visit with her sister, Mrs. John Hampton Howell of Alexandria, Va. Mrs. Howell came to the coast for a two months' visit.

Seven men were taken before Judge Monty Hellam Monday morning on charges of being drunk in public places. They were: David B. Page, Monterey, who received 15 days in jail, which was suspended on good behavior; William Ramer, SERRA worker from the Carmel Valley camp, and Frank Stone of the same place, who were given 30 days in jail or the alternate of leaving the county for six months. They chose to leave; Edwin Tucker, Presidio, sentenced to 15 days in the county jail, plus a \$10 fine. The jail sentence was suspended; Leo Welty, Carmel Valley, gave \$10 cash bail, which he forfeited; James McKennie, \$5 cash bail, forfeited, and Reuben Rodriguez, New Monterey, 30 days in jail and \$10 fine. Jail sentence was suspended and fine paid.

Miss Marcella Tumbleson, Monterey, is enjoying a two weeks' visit with friends in San Francisco.

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Fresno County Old Sherry, Muscatel, Port, Angelica, Tokay, Marsala.

\$1.48 to \$1.95 gal.

Napa, Sonoma Wine. Burgundy, Zinfandel, Chianti, Cabernet, Claret, Reisling, Sauterne.

49c to \$1.25 gal.

Deposit for container.

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Miss Bertha Budsworth was the speaker at the meeting of the Soroptimist club at the San Carlos Monday. She gave a most interesting talk on "The Objectives of the American Federation."

Miss Mary Bulkley of Carmel addressed the members of the League of Women Voters at Mission Inn, Monterey, Wednesday afternoon, on "Wealth and Money."

A meeting of the executive board of the League was announced for October 23, also to be held at Mission Inn.

Miss Mary Wheldon was a guest of San Jose friends over the week-end, returning to her home in Carmel Monday.

Miss Hope Thomas, who has been assigned to Sunset school for practical teaching experience, spent the week-end at her home in San Jose.

Mr. and Mrs. Charles E. Draper, C. E. Fogg, Mrs. M. E. Brazelton, Miss Margaret Draper and Miss Myrtle Smith motor-ed to San Jose Friday evening to attend a banquet given by the Pacific Branch of the Women's Foreign Missionary society.

Mr. and Mrs. Allen Knight, Carmel, had as their week-end guests Mr. and Mrs. Henry Husing of Sacramento.

Tomorrow [Friday] evening, the Grove Townsend ladies will give a whist party at the Pacific Grove Civic club house. The old fashioned dance planned for October 23, has been indefinitely postponed.

Circle Two of the Ladies Aid society of the Methodist church met at the home of Mrs. Mac Leslie in Pacific Grove Wednesday afternoon.

Card players are asked to bear in mind that next Wednesday, October 23, is the date for the card party to be given by the Monterey Masonic lodge at the Temple.

The Junior Young Ladies Institute met Wednesday afternoon in Moose hall, Monterey, to lay plans for their Halloween party.

Miss Thelma Clarice Pressler and Vernon Walter Ask were united in marriage Sunday afternoon at 2 o'clock at the home of Mr. and Mrs. Tom Sweeney on Junipero avenue, Pacific Grove.

Both bride and groom are members of prominent Pacific Grove families and have hosts of friends who wish them happiness. They will reside in the Grove.

A son was born to Mr. and Mrs. William A. Beits of Pacific Grove at Bayview hospital Saturday. The new arrival has been named William Arthur. He is the third child.

The new postoffice for Pacific Grove has been put on the "preferred" list according to Congressman J. J. McGrath, as reported to the chamber of commerce of that city at their meeting recently.

Special Italian

Correspondence

continuazione dalla prima pagina

to di Bassano" che sentenziò come e qualmente "Montepulciano d'ogni vino è il re?"

In verità, i vini del Chianti sono famosi in tutto il mondo: tanto famosi che, essendocene messi tutti a fabbricare, il Governo fascista ha sentito il bisogno di ordinare che i vini genuini del Chianti, come quelli delle altre zone tipiche italiane, siano protetti dal marchio di riconoscimento, e siano severamente punite le contraffazioni.

I vini del Chianti, per essere eccellenti, vogliono invecchiare: fra il quinto e il sesto anno, essi sono di una insuperabile fragranza e pochi altri vini possono star loro a confronto.

Si calcola che nella zona del Chianti si producono annualmente oltre duecentomila ettolitri di vino, dei quali gran parte viene esportato, poiché fra le altre doti, il Chianti ha quella di notevole resistenza ai lunghi viaggi.

La zona del Chianti, rigorosamente determinata, comprende i comuni di Garole, Castellina, Radda in Chianti e parte del comune di Castelnuovo Berardenga e di Poggibonsi in provincia di Siena: il comune di Greve, parte di quello Val di Pesa e gran parte di quello di S. Casciano Val di Pesa in provincia di Firenze.

Altri vini tipici della Toscana sono il Carmignano il Pomino, il Rufino.

I vigneti della Toscana sono davvero modelli del genere, tanta è la cura che i contadini pongono nel coltivarli.

Sono da raccomandare vivamente le cure profilattiche, per preservare le viti dalle malattie loro nemiche, quali la fillossera, la crittogama, ecc. ecc.

LA NOSTRA IDENTITÀ

REGIONI VINIFERE

Prima del Redi, fu Sofocle a dire che l'Italia era la terra prediletta di Bacco, e infatti gli antichi la chiamarono Enotria, estendendo questo nome che Enotro aveva dato alla Calabria, di lui coltivata a vigna, a tutta la penisola.

L'Italia è il primo paese del mondo per l'estensione dei suoi vigneti, ed è il secondo per la produzione del vino, poiché mentre l'Italia ne produce 40 milioni di ettolitri, la Francia ne produce da 50 a 52 milioni all'anno.

Possiamo precisare che la produzione annuale dell'uva è di 72 milioni di quintali; una grandissima quantità di essa viene consumata fresca (e il Governo fascista ha tale consumo, promuovendo le feste dell'uva e facendo viva propaganda per la "cura dell'uva" che apporta benefici immensi) e molta uva è impiegata nella preparazione degli sciroppi e delle marmellate.

Le regioni vinicole per eccellenza sono nell'Italia settentrionale, il Piemonte, l'Emilia, il Veneto, la Lombardia; nell'Italia centrale, la Toscana, le Marche, il Lazio, nell'Italia meridionale, la Campania, le Puglie; nell'Italia insulare: la Sicilia.

Particolarmente è a dire che, fra tutte le province d'Italia, la più vinifera è quella di Alessandria, aggirandosi la sua media produzione annua sui quattro milioni di ettolitri di vino, che sarebbe come dire un decimo dell'intero raccolto nazionale.

La maggior parte del vino italiano è prodotto nelle regioni peninsulari e insulari: si può dire che due terzi appartengono ad esse, e un terzo appartengono all'Italia continentale.

L'industria del vino ha ancora

in alcune nostre regioni, caratteri eminentemente locali, quasi casalingo; e in parecchie altre l'industria si è molto elevata, e grazie all'abilità di coloro che ad essa sono preposti, i nostri vini hanno vittoriosamente varcato le frontiere. I tipi migliori sono: in Piemonte: il barbaresco, il barolo, il gattinara, il nebiolo; nell'Emilia il lambrusco di Modena, l'albana, il sangiovese (Romagna) nel Veneto: il Valpolicella, il soave, i vini di Conegliano; in Lombardia: la sassella, l'inferno della Valtellina; nella Venezia Tridentina: il terlano; in Toscana: il chianti; nel Lazio: i vini dei castelli Romani; nell'Umbria: i vini di Orvieto; nella Campania: il capri e il falerno; in Sicilia: la malvasia, e i moscati; la vernaccia in Sardegna.

Nel Piemonte, e anche in altre regioni, si produce il Vermut e in Sicilia il marsala: sono due vini che hanno qualche cosa del liquore, e sono molto apprezzati all'estero.

LO SPIRITO PATRIOTICO

DEI NOSTRI EMIGRATI

L'entusiasmo che i nostri emigrati hanno dimostrato nel riguardo del conflitto Italo-Etiopico ci fa vedere chiaramente come il popolo italiano sia compatto e segue fiducioso il cammino tracciato dal suo grande capo, del suo Duce.

In tutti i ritrovi, in tutti gli agglomeramenti, in tutte le discussioni, nelle barche, insomma dappertutto non si sente altro che discussioni del conflitto; ed i nostri italiani con ricchezza di particolari ripetono gli ultimi

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episodi in riguardo l'avanzata vittoriosa delle nostre legioni.

Anche i ragazzi di scuola seguono ammirabilmente le fasi di questo conflitto, e si vedono spesso volte in gruppi discutere entusiasti sugli avvenimenti che si avverano giornalmente nella Patria dei loro avi. Siamo davvero orgogliosi di vedere i nostri figli nati e cresciuti in questa terra, assecondare i nostri più vivi desideri; quelli cioè di rammentare e rispettare scrupolosamente la nostra Patria d'origine.

Non aiera mai visto negli annali della storia un popolo così

compatto rispondere pronto all'appello della Patria, in un modo tanto meraviglioso.

Anche gli Italiani emigrati sparsi in tutte le parti del mondo si sono mostrati come sempre degni delle loro sante tradizioni.

Da ogni angolo del globo sono arrivati offerte di volontari, donazioni di denaro per la croce rossa Italiana e tutto quanto possa essere utile alla nostra Patria lontana. Ecco con quale fierezza l'Italia Fascista, l'Italia unita marcia compatta verso l'ideale della grandezza e della vittoria.

CONVENIENT MORNING SERVICE TO SAN FRANCISCO

The northbound Del Monte leaves Pacific Grove 8:04 a. m., Monterey 8:16 a. m., Del Monte 8:20 a. m., and arrives San Jose 10:25 a. m., San Francisco [week days] 11:30 a. m. [Sundays 11:45 a. m.]

The Del Monte carries coaches and reserved seat observation car to San Francisco—no changes en route.

This convenient morning departure makes it easy to go to San Francisco and return same day. Trains returning to Monterey Peninsula leave the City at 3:05 p. m. and 6:45 p. m.

Fares to San Francisco every day from Monterey and Del Monte

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SUNDAY and WEEK-END ROUNDTIPS

To	Go Sun. Ret. Sun.	Go Sat. Ret. Sun.
San Francisco	\$2.50	\$3.25
Oakland		
Berkeley		
San Jose	\$1.50	\$2.00

THROUGH OVERNIGHT PULLMAN to LOS ANGELES Leaves Pacific Grove every night 8:45 p. m., Monterey 8:53 p. m., Del Monte 8:57 p. m. and arrives Los Angeles next morning 8:15 a. m. Northbound, leaves Los Angeles 6:45 p. m. and arrives Del Monte next morning 7:45 a. m., Monterey 7:53 a. m. and Pacific Grove 8:01 a. m.

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GASOLINE 10^{1/2}c gal.
10 gallons - \$1.08
Three Quarts Western Oil 25c

Soap powder, bulk - 2 lbs 15c
Bell Peppers, fresh - each 1c
Salmon, Alaska Red, tall cans - 15c

FREE

3 Bunches Vegetables with purchase of
10 lbs potatoes 17c

Tomatoes, canned 3 No. 2 1/2 cans 25c
Dog Food, Old English - 4 cans 19c
Corn, cream style - 3 cans 27c

Armour's October Meal of the Month
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Armour's Star
Bacon
Package 22 1/2c

Chopped Beef
Fresh
2 pounds 29c

BEETS
Nacionda Sliced
can 13c

PURE LARD
19c

TOMATOES
Fresh Solid
3 lbs. 7c

Sweet Potatoes - 6 lbs. 17c

BUTTER
Armour's lb 28c

Pineapple
Del Monte Sliced
2 No. 2 cans 35c

SOUP
Campbell's Pea Soup
3 cans 25c

Coffee S&W
26c lb

Asparagus Tips
Palm Dale
2 cans 27c

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Oak Dining Table \$4.95
three leaves

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leather seats

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Short Ribs - lb 10c Lettuce, 2 heads - 5c

Hamburger, fresh - lb 10c Ripe Tomatoes, - 2 lbs 5c

Beef Pot Roast - 10c lb up Bell Peppers, - 2 lbs 5c

Rib Roast, rolled - 16c Monarch Coffee lb can 30c

Lamb Chops - lb 18c Breakfast Coffee lb pkg 20c

Shoulder or rib Lamb Shoulder - lb 15c Mushroom Sauce 3 cans 25c

Lamb Stew - lb 10c Val Vista Tomato Sauce - 3 cans 10c

Bulk Sausage - lb 12 1/2c Barbecue Sauce 2 bils 10c

Italian Sausage - lb 20c Tomato Juice 2 cans 10c

Saturday Only

Macaroni Spaghetti 4 lb 25c De Lux Tomato Paste Saturday Only - 12 cans 49c

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